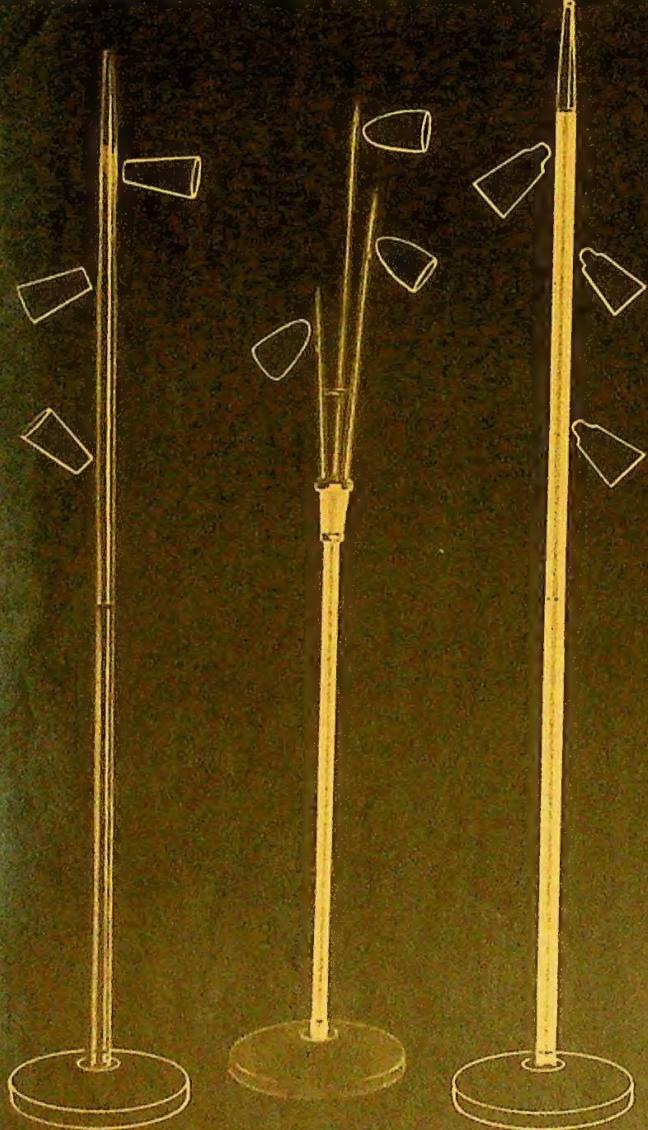


Allegheny

STEEL AND BRASS CORP.
4950 S. Kilbourn Ave. • Chicago, Ill. 60632
312/767-7002

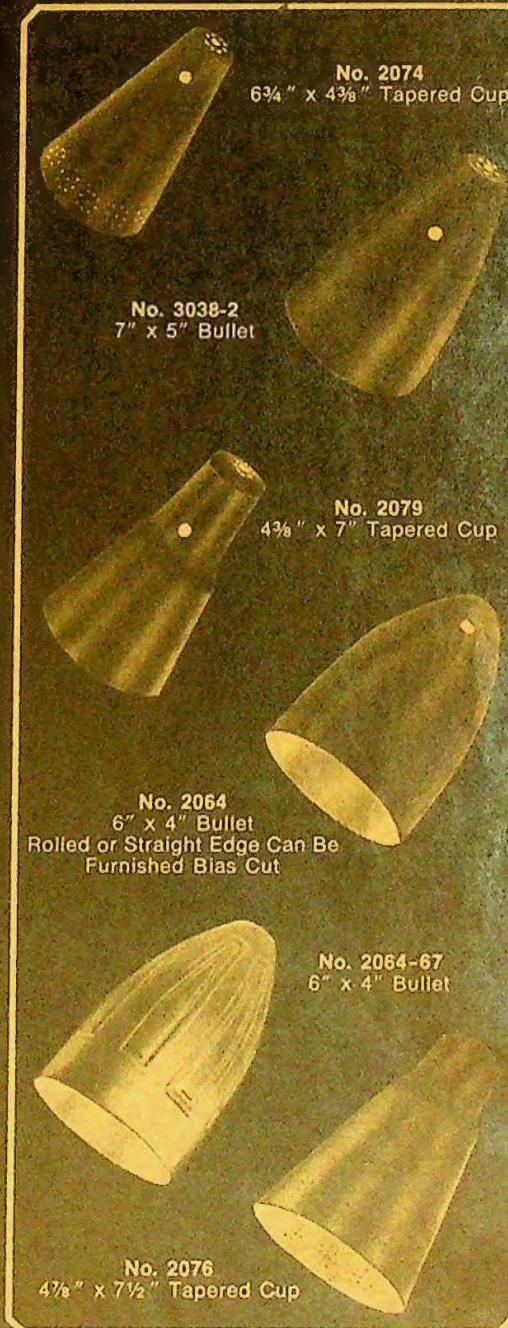


No. 11050
Top 34 $\frac{1}{4}$ " long

No. 11051
Bottom 31 $\frac{1}{4}$ " long
Overall Height 63 $\frac{1}{4}$ "
without base

No. 3087
Spear Tree
Overall height 60 $\frac{1}{4}$ "
including base
Spears 12", 17 $\frac{1}{2}$ ", 23 $\frac{1}{2}$ "
Base to Spears 35"

No. 11079
Top 9" long
No. 11068
Center 30" long
No. 11067
Bottom 32 $\frac{1}{2}$ " long
Overall Height 66 $\frac{1}{4}$ "
without base



Allegheny Steel and Brass Corp. will have an exclusive Chicago area showing of its full line of products, plus its new White Metal Castings Line. The show will be held in the French Room of the Holiday Inn of Chicago, 644 N. Lake Shore Drive, Chicago, Illinois 60611, April 16-17 and 18.

With the recent purchase of Sigoll Metal Plating and the installation of new and modern plating and polishing equipment Allegheny can now furnish you with the complete plated products from our catalog or parts you wish to send in for plating.

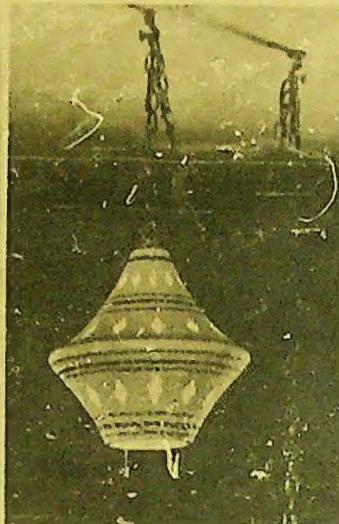
Floor Lamp Box

UNIVERSAL



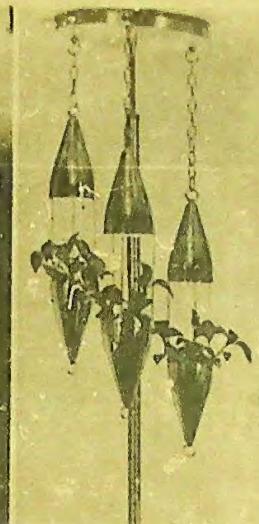
One style of Universal Electric Lamp's new line of Chain-O-Lights introduced at the Merchandise Mart. White and gold leaf pattern with fiberglass cylinder for non glare lighting. 12 feet of brass chain and clear plastic covered gold wire cord.

MODERN ART



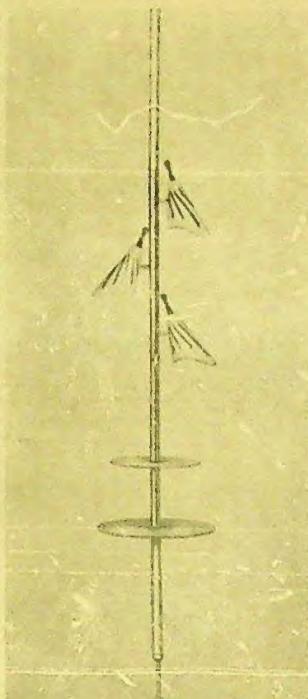
Chain lite in froth glaze with pull chain socket by Modern Art Products, 1229 Charlotte St., Kansas City, Mo. 15 feet of brass-plated chain and 20 ft. gold wire.

NOVA



Polished brass hanging pole style lamps suspended from chains. Plants give the added touch. Nova Mfg. Co., Amr. Furniture Mart, 666 N. Lake Shore Dr., Chicago.

FLUORESCENT



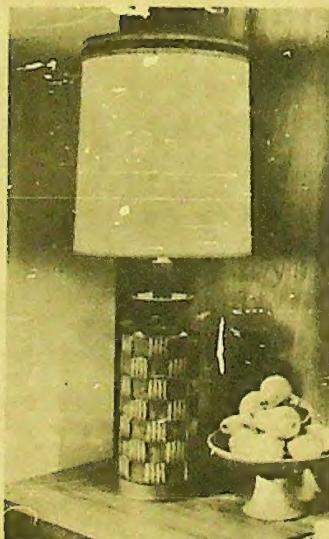
Pole lamp with tier table treatment, with tables of "Marlite" by Fluorescent Lighting Laboratories, Inc., 230 Fifth Ave., New York 1. 12 and 16 in. tables, lamp retailing at \$9.95.

A-24

LIGHTING STYLES

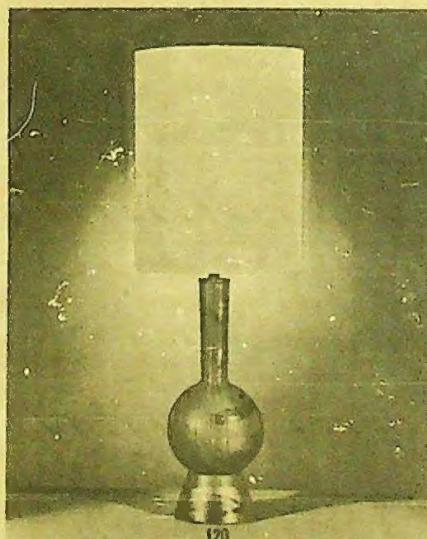
FOR GRACIOUS LIVING

HAEGER



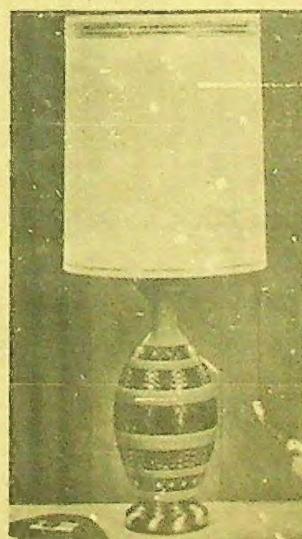
Incised motifs adorn bottle shaped base on lamp by Haeger introduced by Eric Olsen created to accent almost any style. Firm is at 7 Maiden Lane, Dundee, Ill.

SOUTHERN BELL



A 34-inch tall Hydrocal lamp introduced at the winter markets by Southern Belle Lamp Corp., Hialeah, Florida and Atlanta, Ga. Shade is cloth over parchment available in several colors. Three-way lighting, lamp retails for \$11.95.

MODERN ART



Ceramic table lamp in glaze speckle glaze decorated in antiqued fire gold. Old English plated mounting. 16 in. shade of knubby rayon over duxlin plastic. Several colors. Modern Art Products Co., 1229 Charlotte St., Kansas City, Mo.

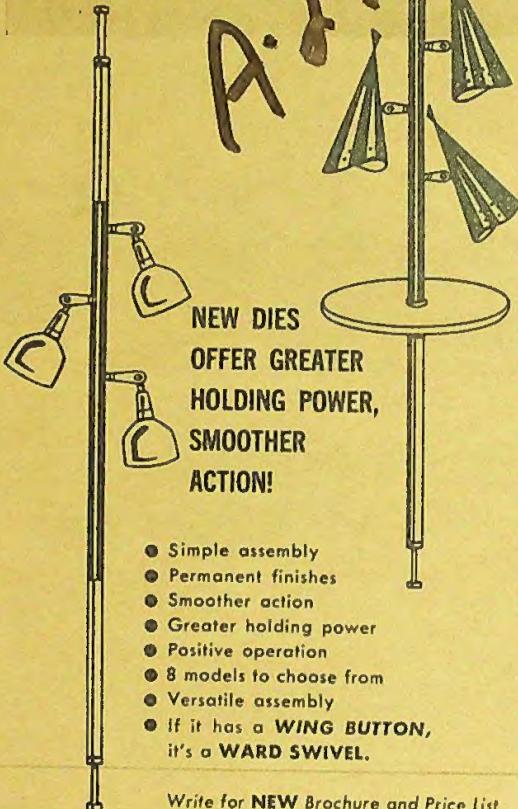
floor lamp box

Leading Pole Manufacturers

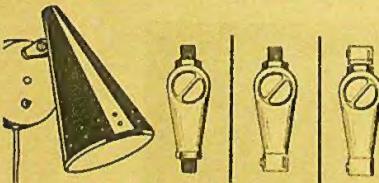
CHOOSE *Ward*
STANDARD

"PUSH-THRU"

SWIVELS



Write for NEW Brochure and Price List



Finishes:
Brass, Copper,
Chrome—Satin
or Bright.

WARD ENGINEERING, INC.
6439 San Fernando Road, Glendale, Calif.



Here, There & Everywhere About People, Places & Things

by Charles Michalson



Charles Michalson

G. E. Lamp Dept., Nela Park, have a new series of Booklets, called "Tested Life". Write them for free copies or ask your G. E. lamp representative about them. Very informative and every fixture showroom should have them on hand for good lighting ideas.

Hotel Syracuse, Syracuse, New York, building Country House Motel at Exit 36, New York Thru-way, Jack Wilder General Mgr. of Hotel Syracuse, well known hotel man will also manage Motel.

Newark Light Co., Belleville, N. J. have moved their supply department into new building and are remodeling and enlarging their fixture department in old building. Fixture department in charge of Murray Pearl, veteran lighting man.

Arthur Steinhauser, formerly with E. B. Latham, export division now president of Alisco Services, Inc., 250 Fourth Ave., New York, exporters.

Salesman to Buyer: "I've been trying to see you all week. May I have an appointment?" Buyer: "Make a definite date with my secretary." Salesman! "I did and we had a wonderful time, but I still want to see you."

Stanley Wolar, White Plains, New York, recently took a two week Caribbean Cruise.

Electrical Wholesalers, Inc., 1322 Wabash Avenue, Chicago, had open house on May 6th. Very large attendance, architects, decorators and dealers. Irving Sondok was more than pleased.

Many lighting people from all over the country attended the World's Fair Trade Show, New York Coliseum, May 4th to 14th.

Rite Lighting and Fixture Co., Grand Street, New York, have purchased adjacent building and enlarging their showroom. This firm has only been in business a year and have made tremendous progress.

Paul Goldenberg, Tanbe Company, Philadelphia, Pa., recently returned from a two month trip to Europe and Israel where he purchased many new chandeliers which will be shown to the trade shortly.

Lighting Associates, New York, have moved from their present quarters on East 47th Street to 351 East 61st Street, New York and have more than tripled their showroom space where they will be able to show a more diversified line of lighting.

Read LIGHTING for all the news.

New Greene Brothers showroom—1039 Third Avenue, New York, 22—a Real Treat.

No one, but No One, has chandeliers such as I have in Boston area—Phil Holmes, Jay Lighting; Henry Karlin, Haleco; Ralph Spanford, Globe Lighting; Jerry Rose, Allan Rudolph and not to forget John Donovan of Service Electric Mfg. Co.

One of the highlights of Dallas Convention was the interest shown in the showroom of Rogers Electric of Dallas. Many

Floor

A-24



Lightolier works wonders with light!

YOU'LL USE THIS TREE LAMP TO DO THE WORK OF THREE LAMPS

... and give your home a high fashion flair. It's more than mere decoration: each of the graceful shades swivels up and down, turns in a circle, adjusts to your needs. Louvered diffusers make glare a thing of the past. Lightolier tree lamps come in a wide variety of styles and finishes from as little as \$27.50.* Also illustrated: a space-saving, lift-and-lower wall lamp; a slimly elegant reading lamp that gives the most wonderful light your eyes have ever enjoyed. See them all at better stores. See for yourself how Lightolier works wonders with light.

*slightly higher in the West.

LIGHTOLIER

FOR OVER 50 YEARS. MANUFACTURERS OF RESIDENTIAL AND ARCHITECTURAL FIXTURES. PORTABLE LAMPS

LIGHTOLIER
Dept. HG-38, Jersey City 5, N. J.
Please send me your free new brochure showing highlights from the Lightolier collection and ideas on light in decoration.

Name _____

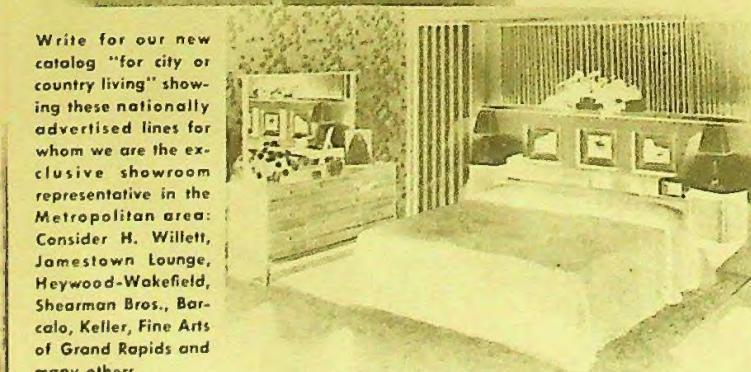
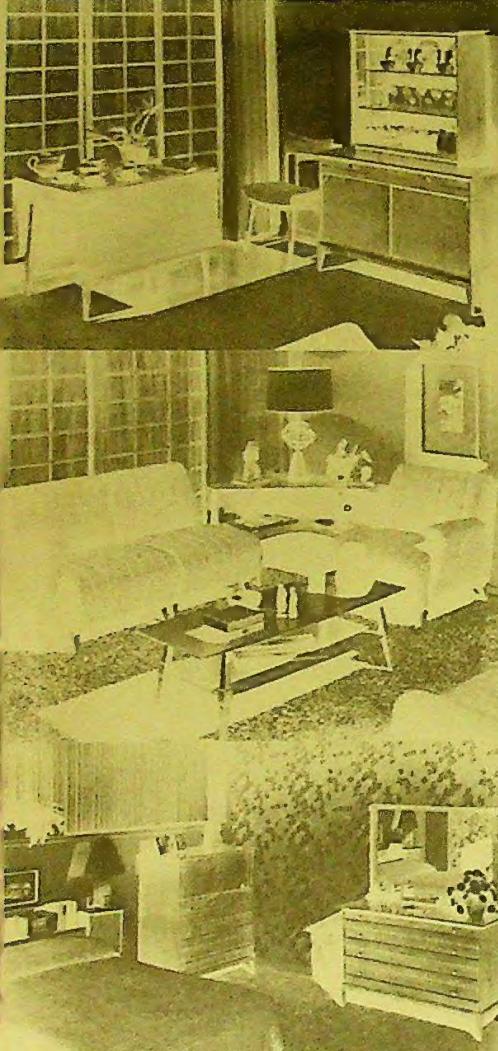
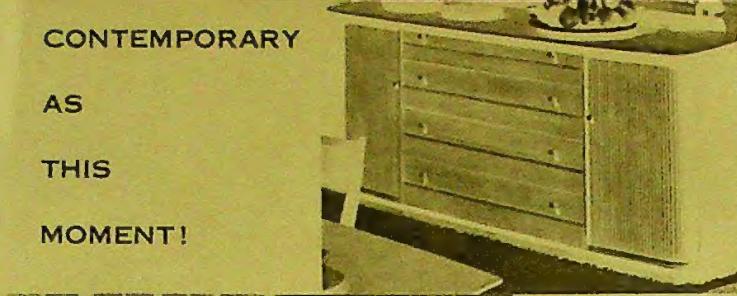
Address _____

CONTEMPORARY

AS

THIS

MOMENT!



Write for our new catalog "for city or country living" showing these nationally advertised lines for whom we are the exclusive showroom representative in the Metropolitan area: Consider H. Willett, Jamestown Lounge, Heywood-Wakefield, Shearman Bros., Barcalo, Keller, Fine Arts of Grand Rapids and many others.

Sable Grey

by
Heywood-
Wakefield

Solid birch in a wonderfully warm, soft grey finish. Surround it with color for contrast! Or, use it quietly for its own individuality. Light in scale, subtly Danish in feeling, eye-pleasing grain. Tambour doors, solid brass hardware with contrasting white ceramic face add that just right touch of sophistication to every room in the house.

See "Sable Grey" and over 50 other famous furniture lines in our four floors of showroom space.

Air Conditioned.

Classic accents for walls

The rich variety of wall decorations, plaques, prints, clocks, and lavabos made by C & R Decorative Wall Accessories, Inc., are now available in New York at the new showroom opened by Esther Reece at 225 Fifth Avenue. Many of the wall decorations lend themselves to groupings, with a large plaque forming the center and smaller plaques with the same design theme used to surround it. Plaques are wood or composition in white or pale colors. There is a wide range of Roman subjects, including busts and scenes, which are made of the composition, matted on velvet, and encased in gold-leaf frames. Clocks are offered in several sizes, rectangular or octagon-shaped, with leather faces in a choice of colors, ornamented by brass numerals and trim. There is also a wall planter, lined with tin, which has leather accents to match the faces of the clocks.

Herschede tailors time in no time

A do-it-yourself clock kit, from which you can "make" a wall clock in about one hour and ten minutes, has been introduced by the Herschede Hall Clock Company, Cincinnati, Ohio. This simple clock is 14 inches in diameter and curves out slightly from the wall. It can be covered with any fabric, including leather or plastic. After the face is covered, small brass dots are screwed on to mark the numerals, and the movement is attached to the back. According to the manufacturer, the only tools needed are a razor blade, screwdriver, and pencil. The Tailored Time clock, as this new Herschede idea in clocks is called, retails for about \$22.50 with eight-day movement or for about \$20 with electric movement.

A-24

#215
DRUM FLOOR LAMP
3-LIGHTS

POLISHED BRASS
TRANSLUCENT LINEN

designed by
T. H.
ROBSJOHN-GIBBINGS

HANSEN

Plaza 9-4932

Lamps

978 FIRST AVENUE, NEW YORK 22, N. Y.



New York
Furniture Exhibit Corp.

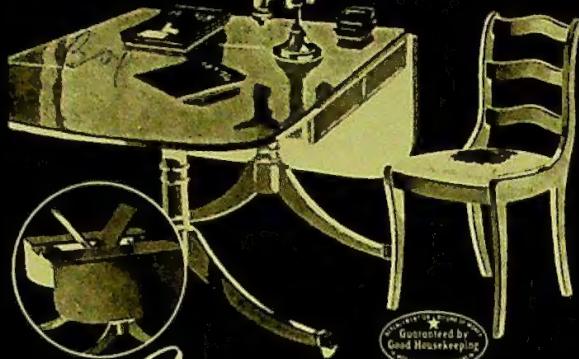
451-453 Fourth Avenue, New York 16, N. Y.

Interiors
Oct. 1955

as advertised

in Jan.

House & Garden



Craddock

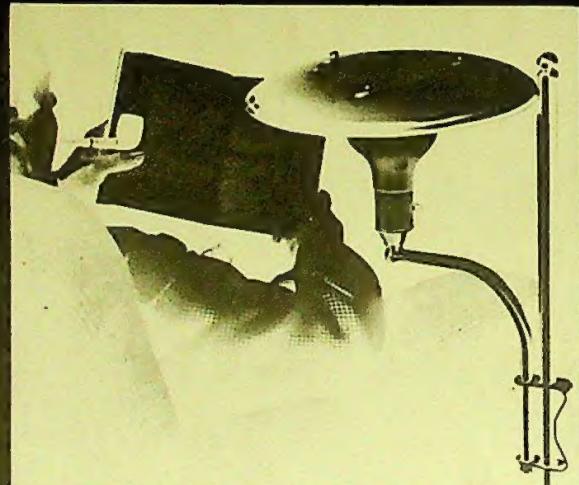
No. 127 Table with
famous Self-Storing Extension Leaf

Folding Leaf stores under top! Versatile size 27" x 38" closed, 59" with leaves up, 70" extended. Brass toes, casters, to retail about \$90. No. 58N Chair, Beige or Black Needle-point type seat, about \$17.50.

SEE AT CHICAGO MARKET
SPACE 715
AMER. FURN. MART

CRADDOK FURNITURE CORPORATION

Evansville, Indiana



There's lots of profit in comfort!
We're talking about the "Seeing Comfort"

of a *Sight-Light*

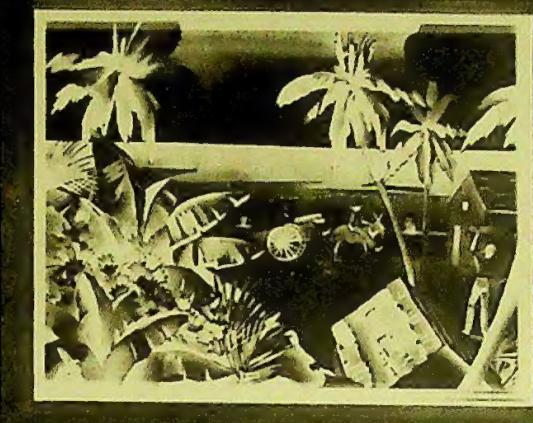
Here are functional lamps of simple grace and beauty designed and patented to give Blessed Relief from Eye Strain. Latest decorator colors combined with polished solid brass. Direct factory-dealer relationship. Write for catalog and information.

Sight-Light-Underwriter Laboratory Approved
M. G. Wheeler Co., Inc., Greenwich, Conn.

EXCELENT TONES WITH
ONE HORN — BY — HAND
TECHNIQUE 3

and UNIQUE, CUSTOM-TAILORED FRAMES

Newman Inc.
19-21 W. 24th Street, N. Y.

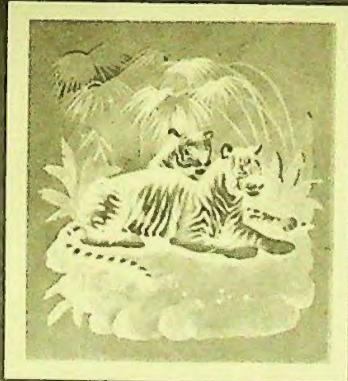


"SOUTHERN PARADISE"

35x43 overall—\$49.50 list

ORIGINAL WATER COLORS (hand-air-toned in Decorator colors to suit any decor) and FINE PRINTS. Superb values in a wide range of sizes. Write for catalog or order a \$75 or \$100 (net) assortment now!

Bernard Picture Co., Inc.
19-21 W. 24th Street, N. Y.



"TIGERS"

(17x19 overall)

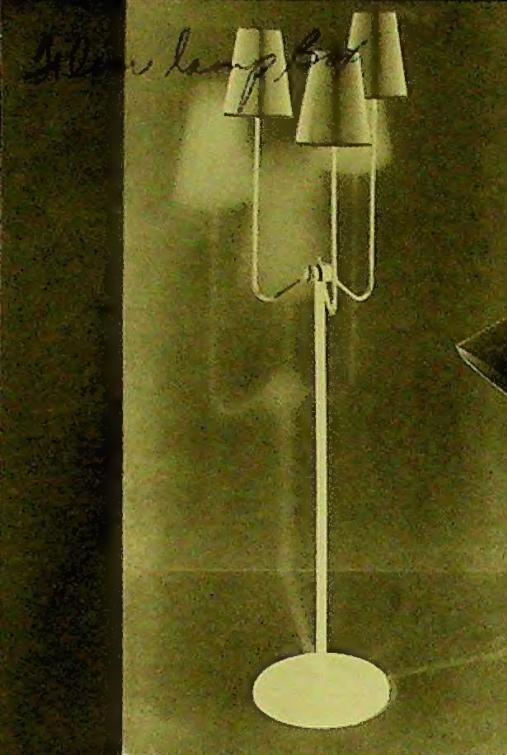
Red, Grey, Brown, Green, Black & Chartreuse backgrounds. Sold in pairs only. \$4.50 ea. list.

ACCENT ON COLOR. Original designs and popular prints in custom-styled frames. Top values. Write for catalog or order a \$50, \$75 or \$100 (net) assortment now!

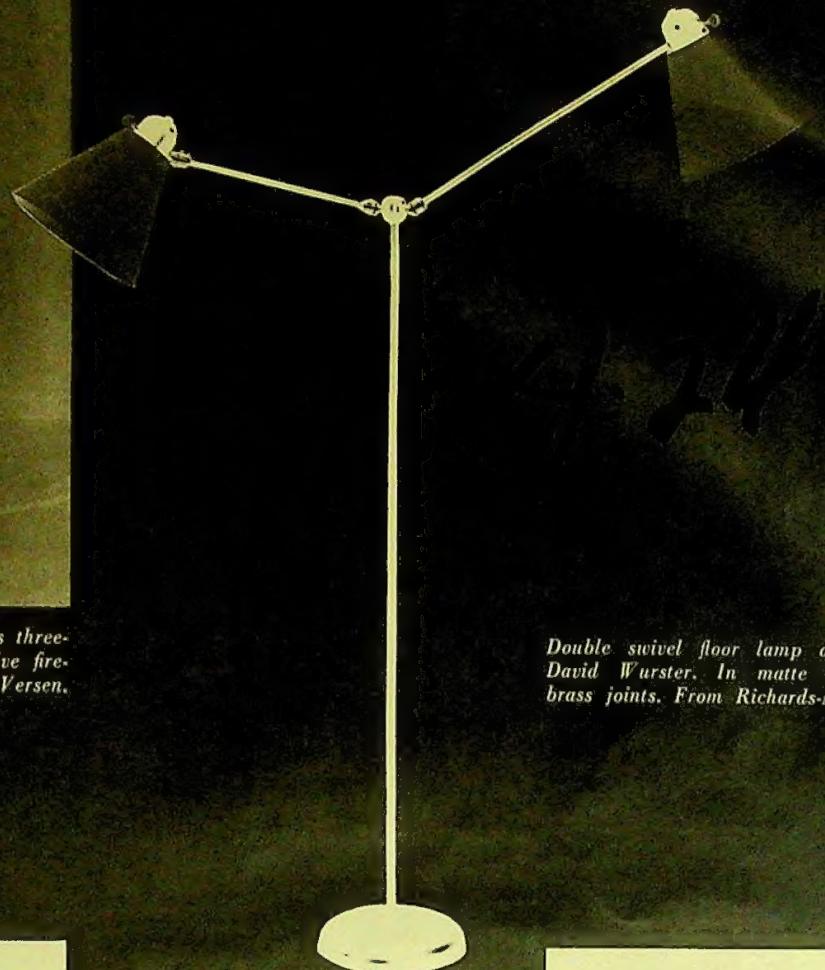
CHICAGO LAMP SHOW—Room 604—PALMER HOUSE

CHICAGO GIFT SHOW—Room 206—HOTEL LA SALLE

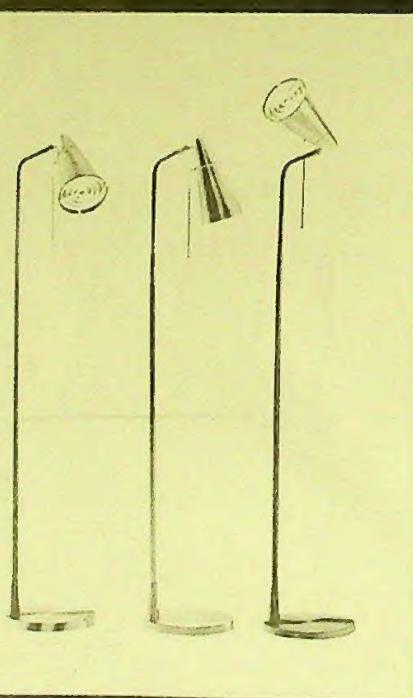
LOS ANGELES GIFT SHOW — ALEXANDRIA HOTEL



Floor lamp with a polished brass three-arm cluster, stem and base in five fire-baked enamel finishes. By Kurt Versen.

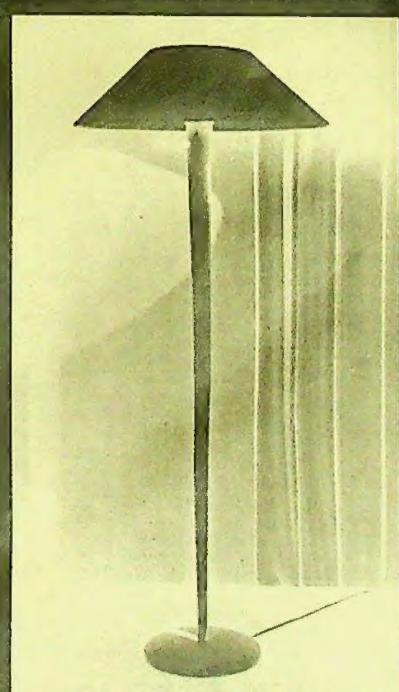
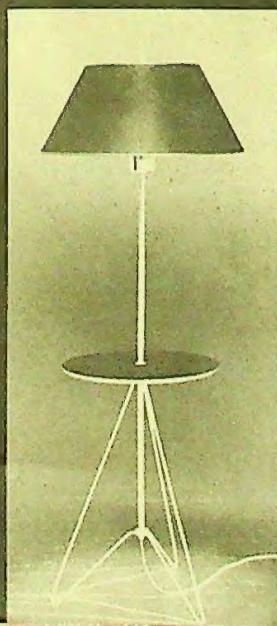


Double swivel floor lamp designed by David Wurster. In matte black with brass joints. From Richards-Morgenthaler.



Floor lamp available in varying types of materials. (left to right) Brushed bronze; English bronze; and silver. Rembrandt.

Combination floor lamp and table from The Heifetz Co. is simply conceived in black steel and grained plywood. At \$39.



Three-way floor lamp with a natural finish Indian Birch stem. Woven sand-fabric covered parchment shade. From Kurt Versen.

**Lindeck and Soukop Join
Dan Denenberg**

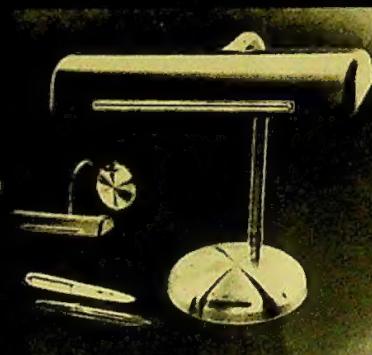
Dan Denenberg & Associates, national sales representative for the Adelphi Co. and the portable lamp division of Progress Manufacturing Co., have announced the addition of Ernest Lindeck and Vivian Soukop to their sales staff. Both Lindeck and Soukop possess a thorough knowledge of the products obtained through years of experience in the lamp and shade business.

St. Louis headquarters of Vivian Soukop is located at Suite 1586, Merchandise Mart, Chicago.

Office base of Dan Denenberg & Associates is in the Adelphi Building, 419 Chestnut Street, Philadelphia 6, Pa.

New Up 'n Down

A adjustable lamp for desk, piano or table, General's new "Up 'n Down" lamp, manufactured by General Lamps Manufacturing Co., Elwood, Ind., the lamp is designed to hang on the wall as well as rest on a table or desk, with "almost unlimited number" of adjustments. The shade will turn in a circle and



Versatile New Lamp by General Lamps Mfg. Co.

has automatic stop so cord can't be twisted.

Designed with a one piece, seamless shade which has an attractive contrasting molding on the edge, it comes in two finishes: Platinum mist (a gray finish with a rich silver cast) with brass finish trim, and in Chinese red trim.

Conduit Products Selector

A new conduit products selector has been produced by General Electric's Construction Materials Division. The selector, designed to aid the electrical contractor, electrician, inspector and maintenance man, computes the allowable conduit fill for various sized rubber, thermoplastic, or lead-covered conductors by a simple dialing operation. The reverse side of the selector uses the same technique to figure number of conductors allowed in the most commonly used outlet, switch, and utility boxes. All tables used in the selector are from the 1951 National Electrical Code.

The selector, publication No. 18-111, is available through General Electric Construction Materials distributors located throughout the country.



Bent Tubing IN ALL STYLES AND SHAPES

We are fully equipped to give our customers immediate delivery on all types of bent tubing and piping.

Tubing in any size, shape or style for lamps in the modern or period design.

We have the most up-to-date equipment and facilities at our plant enabling us to serve you with tubing and piping of the highest quality and complete uniformity.

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for full details.**

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**for QUALITY
for SERVICE**

**74-16 Grand Avenue • Hickory 6-8000
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FLOOR LAMP BOX

RETURN TO
DESIGN DIV.

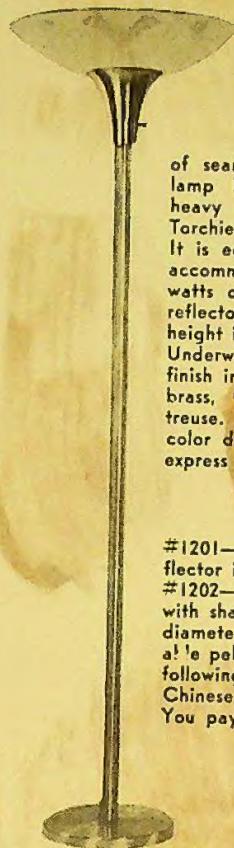
FUNCTIONAL LAMPS



#1201—Here's your old friend, the handsome torch all dressed up and topped off with a special metal shade to give efficient indirect lighting. This lamp has an all metal column and heavy metal base, to prevent tipping. Metal Torch shade is 18" in diameter. This lamp is equipped with a 3 way socket to accommodate one bulb, 100-200-300 watts of light. Overall height is 65". Cord and plug carry the Underwriter's approval. Available in the following baked enamel finishes: metallic grey, brass, green, red, and chartreuse. When ordering, please specify color. \$20.95. You pay small express charge.

THE LIGHTING MART
WESTWOOD, NEW JERSEY

FUNCTIONAL LAMPS



#1200—We know that you can find many "torch" lamps in many shops these days, but truthfully, it will take days of searching to beat this price. This lamp has an all metal column and heavy metal base, to prevent tipping. Torchiere glass is plain white frosted. It is equipped with a 3 way socket to accommodate one bulb, 100-200-300 watts of light. Diameter of the glass reflector is approximately 18". Overall height is 65". Cord and plug carry the Underwriters' approval. Baked enamel finish in the following colors: Aluminum, brass, Chinese red, green, and chartreuse. When ordering, please specify color desired. \$15.95. You pay small express charge.

#1201—Also available with a metal reflector in the above finishes. \$18.95.
#1202—Also available as a floor lamp with shade. Overall height 57". Shade diameter 20 1/2". Shade is made of durable pebble cloth and is available in the following colors: Natural, gray, green, Chinese red, and chartreuse. \$16.50. You pay small express charges.

THE LIGHTING MART
WESTWOOD, NEW JERSEY

A.24

rec. Dec. 15, 1950

THE LIGHTING MART CATALOG R.1

A-24

FUNCTIONAL LAMPS



#1500—Light the way . . . but decorate too! This very smart number will enhance the appearance of your entire room. This Lounge Floor lamp has an all metal column and a heavy metal base. 3 way indirect socket to accommodate one bulb, 100-200-300 watts of light. Overall height is 60". 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: Aluminum, brass, green, Chinese red, and chartreuse. Durable pebble cloth shade 24" in diameter available in the following colors: Natural, green, gray, Chinese red, and chartreuse. When ordering, please specify color lamp base and color shade. \$16.50. You pay small express charge.

THE LIGHTING MART
WESTWOOD, NEW JERSEY

FUNCTIONAL LAMPS



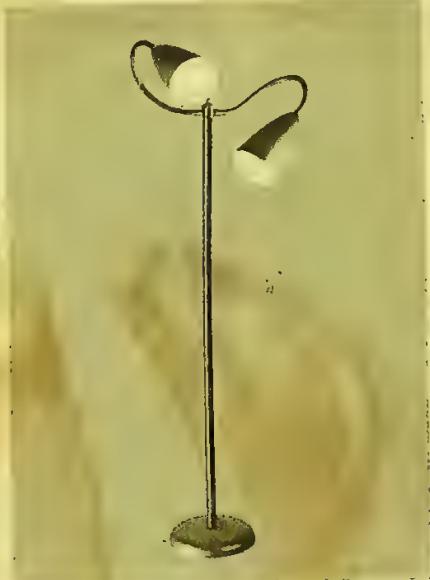
#1900—THE "HI-LIGHTER". Gives you the three way indirect light of the torch plus the adjustable convenience of the swivel spot contained in the column. You can illuminate your room with the torch and throw the spot on a Canasta table, television set, piano or reading chair. And as usual our workroom prices bring this new number to you at a very modest price. All metal column with attractively designed curved arm which has a 9" reflector that can be adjusted in any position by means of a swivel. Equipped with 8" glass reflector and three way Mogul socket to accommodate one bulb 100-200 and 300 watts of light. The 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: metallic gray, green, Chinese red, brass and chartreuse. 24" shade of durable pebble cloth in the following colors: gray, green, Chinese red, natural and chartreuse. When ordering please specify colors of lamp and shade. \$16.50—you pay small express charge.

THE LIGHTING MART
WESTWOOD, NEW JERSEY

FUNCTIONAL LAMPS

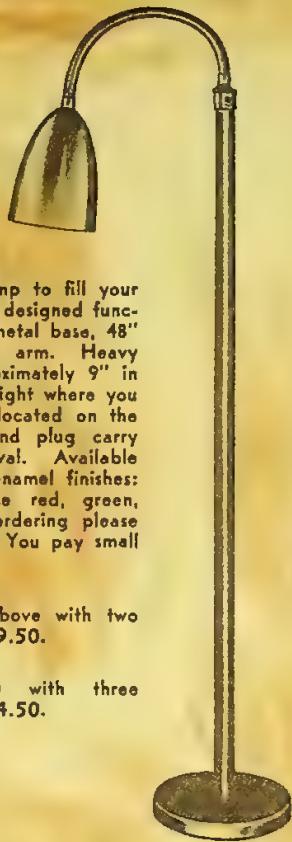
A-24

FUNCTIONAL LAMPS



#101—Two Arm Flex. You just can't anticipate a lighting problem with two such versatile spots that will go anywhere you want more light. All metal base, 48" column with two 18" flexible arms. Two heavy metal reflectors, 9" deep, concentrates the light where wanted. Handy two circuit switch located on the metal column. 6' cord and plug carry the Underwriter's approval. Available in the following baked enamel finishes: Metallic Grey, Brass, Green, Chartreuse, Red and Bronze. When ordering, please specify color. \$21.50. You pay small express charge.

THE LIGHTING MART
WESTWOOD, NEW JERSEY



#100—Here's a floor lamp to fill your every need. Attractively designed functional lamp with an all metal base, 48" column, and 18" flexible arm. Heavy aluminum reflector approximately 9" in depth, concentrates the light where you want it. Handy switch located on the metal tube. 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: Aluminum, brass, Chinese red, green, and chartreuse. When ordering please specify color. \$14.50. You pay small express charge.

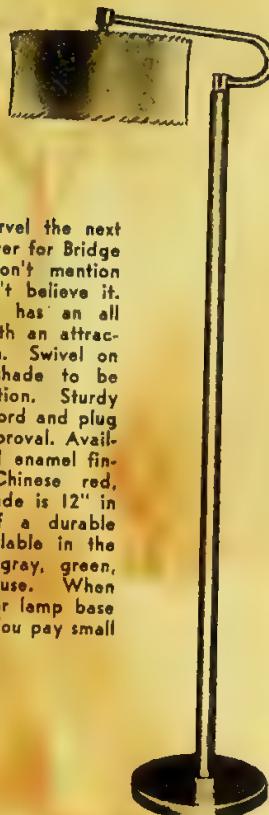
#101—Same as #100 above with two aluminum reflectors. \$19.50.

#102—Same as #100 with three aluminum reflectors. \$24.50.

THE LIGHTING MART
WESTWOOD, NEW JERSEY

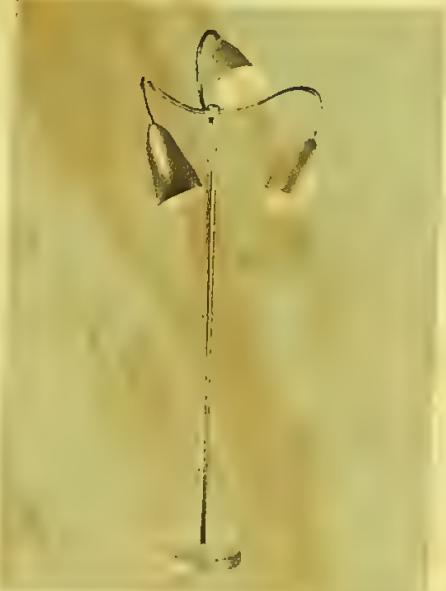
A-24

FUNCTIONAL LAMPS



#200—The "girls" will marvel the next time that you have them over for Bridge—we suggest that you don't mention the price—cause they won't believe it. This modern bridge lamp has an all metal base and column, with an attractively designed curved arm. Swivel on end of arm allows the shade to be tilted in the desired position. Sturdy base prevents tipping. 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: Aluminum, brass, Chinese red, green, and chartreuse. Shade is 12" in diameter and is made of a durable pebble cloth material available in the following colors: Natural, gray, green, Chinese red, and chartreuse. When ordering please specify color lamp base and color shade. \$15.00. You pay small express charge.

FUNCTIONAL LAMPS



#102—Three Arms. Now here's a number to end all family squabbles . . . the modern kind that is. Because here are three reasons that you'll never be left in the dark. All metal base, 48" column, and three 18" flexible arms. Three heavy metal reflectors concentrates the light where wanted. Handy three circuit switch, plug and cord carry the Underwriter's approval. Available in the following baked enamel finishes: Metallic Grey, Brass, Green, Red, Chartreuse, and Bronze. When ordering, please specify color. \$26.95. You pay small express charge.

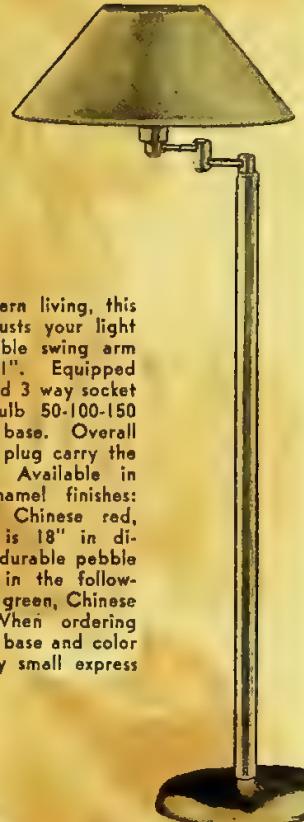
**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

**THE LIGHTING MART
WESTWOOD, NEW JERSEY**

FUNCTIONAL LAMPS

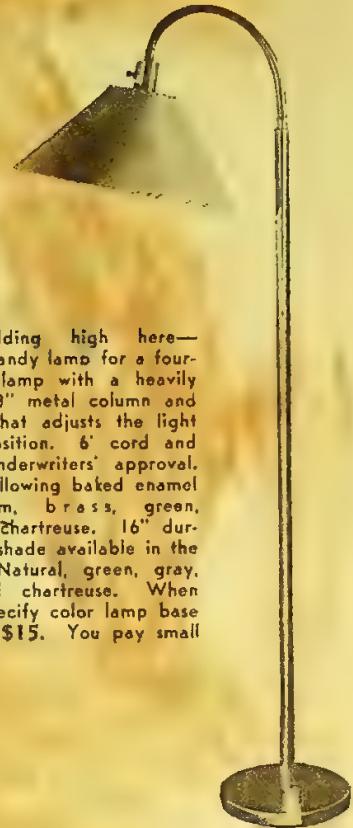
A-24

FUNCTIONAL LAMPS



#300—Designed for modern living, this functional floor lamp adjusts your light to any position. Adjustable swing arm extends approximately 21". Equipped with a plastic reflector and 3 way socket to accommodate one bulb 50-100-150 watts. Weighted sturdy base. Overall height 54". 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: Aluminum, brass, green, Chinese red, and chartreuse. Shade is 18" in diameter and is made of a durable pebble cloth material, available in the following colors: Natural, gray, green, Chinese red, and chartreuse. When ordering please specify color lamp base and color shade. \$15.00. You pay small express charge.

#500—We're bidding high here—cause we have a dandy lamp for a foursome. All metal lamp with a heavily weighted base. 48" metal column and 18" flexible arm that adjusts the light to the desired position. 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel finishes: Aluminum, brass, green, Chinese red, and chartreuse. 16" durable pebble cloth shade available in the following colors: Natural, green, gray, Chinese red, and chartreuse. When ordering please specify color lamp base and color shade. \$15. You pay small express charge.



THE LIGHTING MART
WESTWOOD, NEW JERSEY

THE LIGHTING MART
WESTWOOD, NEW JERSEY

FUNCTIONAL LAMPS



A-24

#800—Never a dark nook or corner with this standby. Smartly styled bridge lamp with an attractive stationary arm. All metal base and column. Overall height is 57". 6' cord and plug carry the Underwriters' approval. Available in the following baked enamel colors: Aluminum, brass, Chinese red, green, and chartreuse. 19" shade of durable pebble cloth fabric, available in the following colors: gray, green, Chinese red, natural, and chartreuse. When ordering please specify color lamp base and color shade. \$16.50. You pay small express charge.

THE LIGHTING MART
WESTWOOD, NEW JERSEY

C
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N

One of 75
new lamps em-
ploying a va-
riety of style
and design
techniques —
but all alike in
being striking-
ly unusual.



Abels, Wasselberg & Co., Inc.

23 EAST 26th STREET, NEW YORK 16, N. Y.
Chicago 346 Grand Rapids: Los Angeles
Grand Rapids Exhibition Bldg. 1016 North Figueroa
Fifth Floor 523 Park St.
Winnipeg 5127 W. Beverly St.

It's Greater than you think



Kruissink wall shelves and brackets are becoming a major item in home decoration . . . the center of interest in any grouping . . . an ideal background for collector's treasures. Available in solid genuine Mahogany or Maple to harmonize with any decorative theme.

Capitalize on the growing market for Kruissink Showoffs. Write today for facts on our-profit making sales promotional helps.

WALL SHELVES WALL BRACKETS
Showoffs
BY
KRUISSINK BROTHERS
1434 S. LA SALLE STREET • CHICAGO 16, ILLINOIS

There's Only ONE Sight-Light

THE PERFECT FUNCTIONAL LIGHT
THAT SAVES PRECIOUS EYES

Needed in Every Home! A-24

Beautiful in design and color—all
models in polished solid brass com-
bined with five newest Decorator
Colors.

SELECTIVELY DISTRIBUTED

FAIR TRADED
IMMEDIATE DELIVERY

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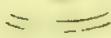
SIGHT-LIGHT SALES DIVISION



No. 1500 Series

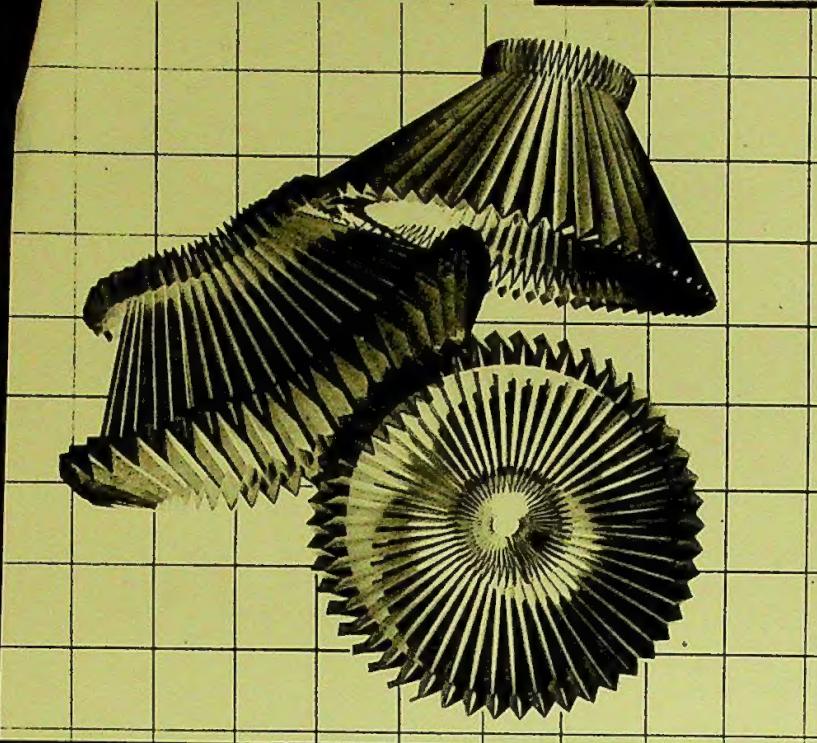


No. 700 Series



M. G. WHEELER COMPANY, INC.
GREENWICH, CONNECTICUT





Lamp Shades

new and exciting
FOUR WAY SHADES

Hand pleated in Denmark, these most exciting shades harmonize beautifully with any decor. Le Klint shades are a modern note that make a wonderful decorator touch — and a perfect gift. Each can be adjusted to four lovely styles — thus — Four lamps in one!

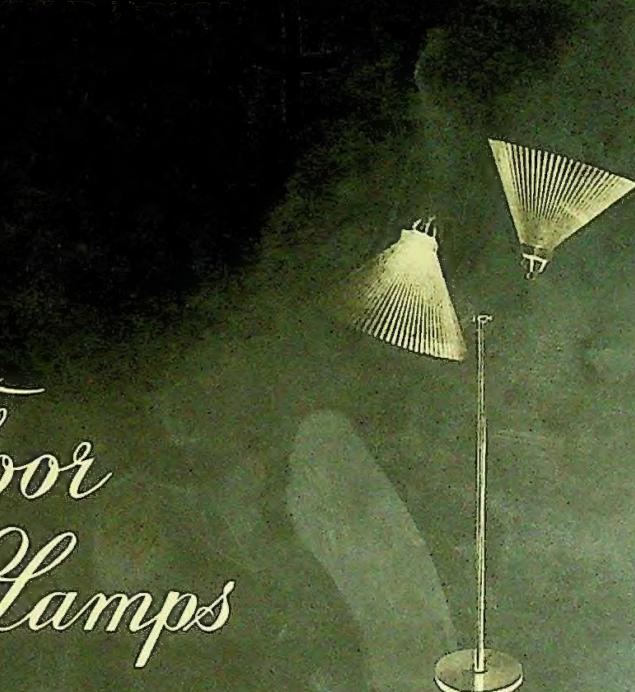


Floor Lamps

The triple-shade floor lamp, also imported from Sweden, with brass base and pedestals and gooseneck torches, makes a magnificent gift for the home.

No. 173. \$ 120.00

Bonniers Gifts
Read. Nov. 29 1949

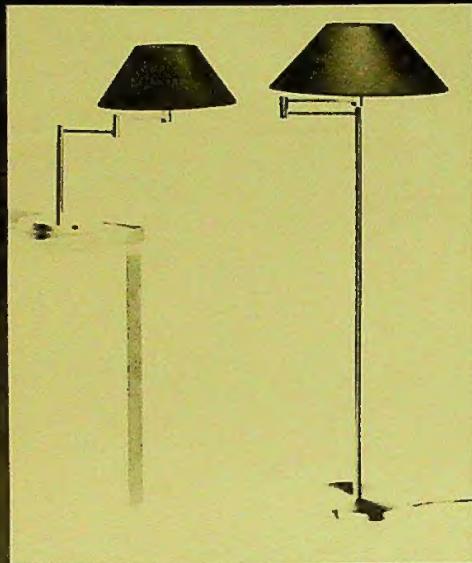


The two-shade floor lamps, with clever flexible goosenecks, lets you put the illumination exactly where you want it and can be adjusted for height.

No. 172. \$ 100.00

*Scandinavian Arts
and Crafts*

LIGHTING



ANONYMOUS for Artek-Pascoe

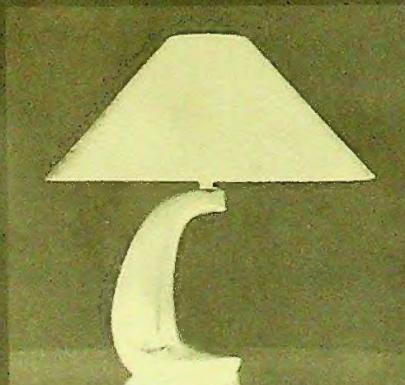
Lighting. A variation on the swivel arm theme introduced elsewhere, in a sturdy stand with a painted metal shade.

46, 47

RUSSEL WRIGHT for Raymor

Lighting. The heavy globes and thick stems of these floor lamps are in keeping with the large indirect light sources which flood the ceiling above them.

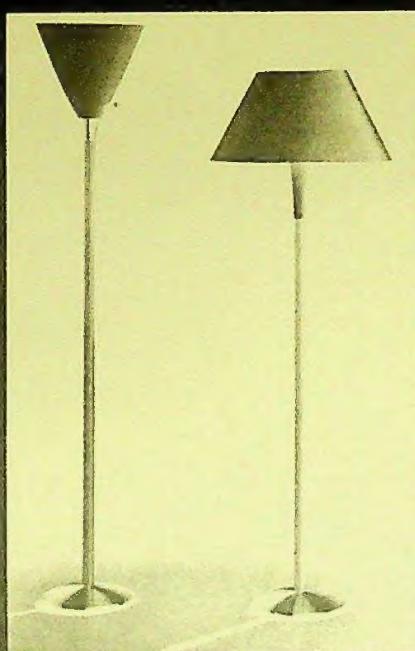
50



ARPAD ROSTI for Cricket Hill Pottery

Lighting. Most pottery lamp bases appear as adaptations of vases or jugs to an unrelated use. This lamp base is, by contrast, a marked departure in the right direction. \$45.00.

48, 49



MW Catalog 1935-6
Cat. 123

page 370



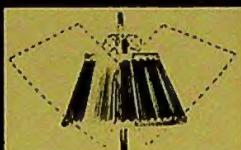
Three Candle Type

The standard floor lamp fixture. Three bulbs operate off of one switch to give an equal distribution of light.

Reflector sends enough light to ceiling to brighten a whole room—and diffused light downward for reading.



SPECIAL EDITION



Adjustable Bridge Type

Wards metal Bridge lamps have a ball and socket joint which permits bulb fixture to throw light in any direction.



Reflector Type

Polished aluminum reflector shell, controlled by separate switch, throws powerful light upward. 3-Candle fixture too.



Underwriters' Approved

Wards floor lamps have rubber plug and 6 ft. of rubber covered cord (Table lamps have bakelite plug and rayon covered cord.)

6 to 10 Times More Useful Light
—and They're Kind to the Eyes

Here are the revolutionary new floor lamps built to specifications of the Illuminating Engineering Society for Better Light—Better Light. They give several times more light than any ordinary floor lamp, amazing new eye comfort and sight protection. They cast enough light to the ceiling to illuminate a whole room; while the scientifically designed translucent glass reflectors and opaque shades shed intensified diffused light downward for reading. Eye strain, harmful glare and contrasts are eliminated.

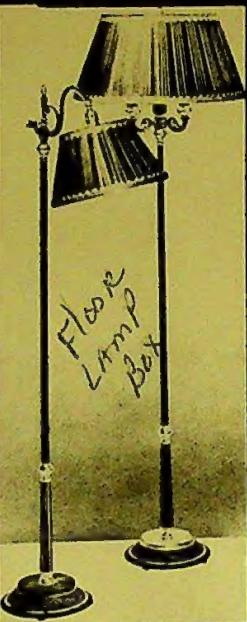
Floor Lamp

Wards finest—equipped with a three degree (100, 200, 300-watt) bulb and switch which enables you to vary the brightness from a room-flooding light to individual reading light. Heavy bronze or brass base and standard in Old English finish. 19-inch Ivory paper parchment shade in celophane wrapped. Brown decorations. Bulb not included (uses 60 or 100, 5012, 100 watt bulb. Prepaid 20c). Ship. wt. 16 lbs. *Mailable*.

\$6.48

Lounge Lamp

Especially designed for use near desks or lounge chairs. Stands 57 1/2 in. tall. Base and standard in Old English bronze or Ivory enamel finish. 19-inch Ivory paper parchment shade in celophane wrapped. Brown decorations. Bulb not included (uses 60 or 100, 5012, 100 watt bulb. Prepaid 20c). Ship. wt. 16 lbs. *Mailable*.

366 A 8101—\$4.48
State finish

Onyx Bases

5-in. white Brazilian onyx. Brass tubing. Heavy cast base. Finished in white enamel and polished. Eggshell silk shade; or two-tone Old English plated with green Onyx and gold shade. *State finish*.

• Bridge Lamp (at left). 11-in. shade. Ht. 55 in. Ship. wt. 23 and 22 lbs. *Mailable*.

366 A 8102—Complete \$6.95

466 A 8103—Base only.....\$5.48

• 3-Light Floor Lamp—19-in. shade. Ht. 58 in. Ship. wt. 27 and 22 lbs. *Mailable*.

366 A 8104—Complete \$6.95

466 A 8105—Base only.....\$5.48

• Reflector Floor Lamp (see above). 19-in. shade. Ht. 64 in. Ship. wt. 29 and 24 lbs.

366 A 8106—Complete \$7.95

466 A 8106—Base only.....\$6.48



White Enamel

Heavy cast base and solid brass tubing. Finials with white shade in white enamel. Polished brass trim. Shade of finely pleated Ivory vellum paper over paper parchment; trimmed with decorative white Rayon bow.

• Bridge Lamp (at left). 11-in. shade. Height 55 inches. Ship. wt. 23 and 20 lbs. *Mailable*. \$4.85

366 A 8106—Complete.....\$5.45

466 A 8106—Base only.....\$3.98

• 3-Light Floor Lamp—Decorative ornament on 3-candle fixture. 17-inch shade. Height 58 inches. Ship. wt. 24 and 20 lbs.

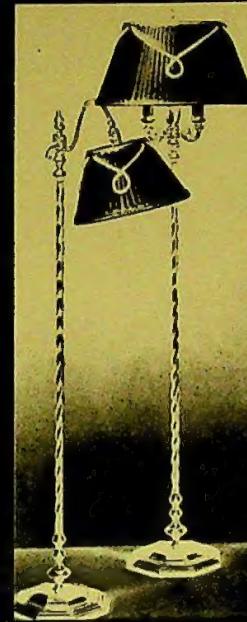
366 A 8107—Complete \$4.85

466 A 8107—Base only.....\$3.98

• Reflector Floor Lamp (see top of page). 17-inch shade. Ht. 64 in. Ship. wt. 26 and 22 lbs. *Mailable*.

366 A 8108—Complete \$5.85

466 A 8108—Base only.....\$4.98



Old English Finish

A favorite style that fits into any type of room. Bronze plated two-tone Old English finish. Solid Brass spiral tubing. Heavy octagonal base. Eggshell or Gold pleated silk shade with rayon taffeta lining and cord decoration. *State shade color*.

• Bridge Lamp (at left). 12-inch shade. Ht. 55 in. Ship. wt. 24 and 21 lbs. *Mailable*. \$5.45

366 A 8109—Complete.....\$5.45

466 A 8109—Base only.....\$3.98

• 3-Light Floor Lamp—Extension rod for adjusting shade. 18 1/2-in. shade. Ht. 58 in. Ship. wt. 25 and 21 lbs. *Mailable*.

366 A 8110—Complete \$5.45

466 A 8110—Base only.....\$3.98

• Reflector Floor Lamp (see top of page). 18 1/2-in. shade. Ht. 64 in. Ship. wt. 27 and 23 lbs. *Mailable*.

366 A 8111—Complete \$6.45

466 A 8111—Base only.....\$4.98



Chrome Modern

Modern shades of luminous white paper parchment that glow in the dark when light is turned off. Black and silver decorations. Weighted and balanced base. Chrome plated and trimmed in your choice of Black or White enamel. *Mailable*.

• Bridge Lamp (at left). 10 1/2-in. shade. Ht. 55 in. Ship. wt. 23 and 21 lbs. *Mailable*. \$4.50

366 A 8112—Complete.....\$4.50

466 A 8113—Base only.....\$3.98

• 3-Light Floor Lamp—Extension rod for height adjustment of 18 1/2-in. shade. Ht. 58 in. Ship. wt. 25 and 21 lbs. *Mailable*.

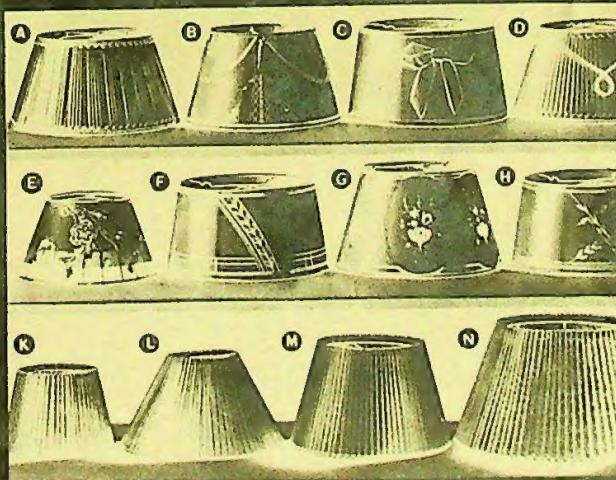
366 A 8114—Complete \$5.45

466 A 8114—Base only.....\$3.98

• Reflector Floor Lamp (see top of page). 18 1/2-in. shade. Ht. 64 in. Ship. wt. 27 and 23 lbs. *Mailable*.

366 A 8115—Complete.....\$5.45

466 A 8115—Base only.....\$3.98



A Hand Pleated Silk. Silk lined. Colonial. Eggshell. Rum. Gold. Ship. (Bridge) 3 lbs. (Table) 3 lbs.—10 in. (Floor) 6 lbs. *Mailable*.

366 A 8176—State size and color.....\$1.98

• "Marcelite" Shade. Glow in the dark. Paper Parchment. Burgundy. Green. Blue. Yellow. Pink. Ship. (Bridge) 3 lbs. (Table) 3 lbs.—10 in. (Floor) 6 lbs. *Mailable*.

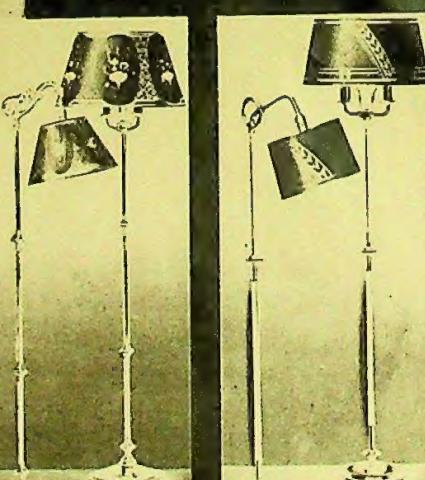
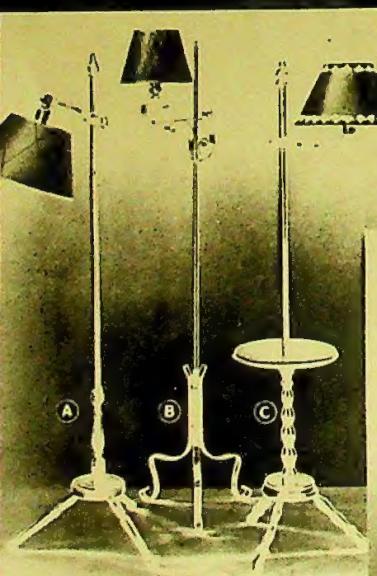
366 A 8364—State size and color.....\$1.98

• Modern Design. White Paper Parchment. Black and silver. Ship. (Bridge) 3 lbs.—12 1/2 in. (Floor) 8 lbs. *Mailable*.

366 A 8120—State size and color.....\$1.98

• Standard Overlay. Ivory Paper Parchment. Gold. Black. Ship. (Bridge) 3 lbs.—12 1/2 in. (Floor) 8 lbs. *Mailable*.

366 A 8121—State size and color.....\$1.98



Modern Lamps

Heavy base. Chromium-plated and black enamel. White paper parchment shade with black and silver design.

• Bridge Lamp. 10 1/2-in. shade. Ht. 55 in. Ship. wt. 24 and 21 lbs.

366 A 8161—State size and color.....\$5.45

• Reflector Floor Lamp. Base round.

366 A 8162—State size and color.....\$5.45

Solid Maple and Metal In The True Early American Spirit

Here's a variety of lamp types especially designed to harmonize with the atmosphere of rooms done in the Colonial style.

• Solid Maple Bridge Lamp. Weighted base. Adjustable arm with hinge socket for tilting shade. Height 52 in. 12-inch Amber colored paper parchment shade. Ship. wt. 9 lbs. *Mailable*.

366 A 8682—Complete.....\$1.69

• Wrought Iron Oil Pet. Type. Hobnail glass font in a replica of an old fashioned oil lamp. Large wrought iron base. Wrought iron arm adjustable for height. Entire iron and gold 8-in. shade. Ht. 55 in. Ship. wt. 21 lbs.

366 A 8683—Complete.....\$1.69

• Solid Maple Bridge Lamp. Weighted base. Adjustable arm with hinge socket for tilting shade. Height 52 in. 12-inch Amber colored paper parchment shade. Ship. wt. 9 lbs. *Mailable*.

366 A 8684—Complete.....\$1.69

• Solid Maple Bridge Lamp. Weighted base. Adjustable arm with hinge socket for tilting shade. Height 52 in. 12-inch Amber colored paper parchment shade. Ship. wt. 9 lbs. *Mailable*.

366 A 8685—Complete.....\$1.69

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